Stores in shopping districts with trees can charge, on average, nine percent higher prices, than those districts without trees.³

Customers are 30% more satisfied with products that they purchase in shopping districts with trees.³

Customers are also 15% more satisfied with the customer service experience in those stores located in shopping districts with trees.³

More profitable businesses produce more jobs and leave fewer storefronts vacant, which helps the entire community thrive.²

Businesses on tree-lined streets show twenty percent higher income streams.¹

Customers stay longer, pay more
The presence of trees encourages consumers to shop more often, stay in stores longer and pay more for goods.³

First Impressions about a business start at the curb and sidewalk.

Sources:
1. Dan Burden, Walkable and Livable Communities Institute
2. Kelly Caffarelli, Home Depot Foundation
3. Dr. Kathleen Wolf, University of Washington

Visit: http://calfire.ca.gov/resource_mgt/resource_mgt_urbanforestry.php